

## ABSTRACT OF THE DISCLOSURE

In an image forming method including the steps of: developing an latent image on an image forming body employing a developer of composed of flattened spheroidal toner particles; transferring the formed toner image onto a transfer material; and fixing the toner image on the transfer material, the flattened spheroidal toner particles satisfy the following conditions:  $r_2/r_1$  falls within the range of 0.6 to 1.0;  $d/r_2$  falls within the range of 0.1 to 0.5;  $r_2$  is in the range of 5  $\mu\text{m}$  to 20  $\mu\text{m}$ ; and  $r_1$  falls within the range of 5  $\mu\text{m}$  to 20  $\mu\text{m}$ , where  $r_1$  represents an average length of a major axis of each of the flattened toner particles,  $r_2$  represents an average length of a minor axis of each of the flattened toner particles, and  $d$  represents an average thickness of each of the flattened toner particles.